

AGE OF CREATIVITY FESTIVAL 2019

GUIDE FOR FESTIVAL EVENT ORGANISERS

Festival Aims

The Age of Creativity Festival celebrates older people as creative audiences, participants, volunteers and artists across England. This year the festival will run from 1-31st May. The festival aims to enable more older people across England to have access to high quality performances and creative experiences than ever before; recognising the contribution that older people make to the cultural sector and ensuring those who find it most challenging get involved is what this is all about. Those aged 60+ are shown to benefit the most from creative experience, but are least likely to take part in comparison to other age categories - the Age of Creativity is here to change that.

Theme

This year's focus is 'intergenerational' arts and culture, though not exclusively. We recognise that most people don't want to be segregated by age and there is tremendous value in bringing people from different generations together. However we do appreciate that there is also value in tailoring opportunities to specific user groups when barriers to participation are complex, so the festival will also include activities that are purely designed for specific groups of older people. The festival promotes Age Friendly opportunities that are accessible and imaginative for everyone over 50 years of age.

Delivery

Voluntary Arts, Age UK and Age UK Oxfordshire are working in partnership to deliver the festival, funded by Baring Foundation and Arts Council England through Celebrating Age funds. The model reflects similar festivals in Scotland (Luminate), Ireland (Bealtaine) and Wales (Gwanwyn) which are all running during May 2019.

Events

During the Age of Creativity Festival, we will be delivering a small number of headline events and the rest of the events are contributed by you, one of our growing partners across England. If you are running a creative activity that is suitable for adults aged 50+ then we want to know about it. If you are running a training and development event aimed at professionals to increase creative delivery for older people, then it's also suitable for our programme. We include all things 'creative ageing'- whether it's a knit and knatter in a village hall, dementia friendly training event for arts venues or a performance of older dancers. In 2018 over 300 events were included in the festival and this year we want even more. It's **free** to include your events and we will market it to new audiences throughout the festival.

Outreach

There are a lot of people in the 50+ category who are already culture vultures and many more who enjoy creative groups and clubs in their spare time. This is something to celebrate, but it's important to note that there is still a huge proportion of older people who find it a real challenge to get involved - travel, caring responsibilities, money, confidence, health conditions can all create barriers. Those aged 65+, male, BAME, on low incomes, without

higher educational qualifications or living with multiple health conditions are also less likely to take part. Our festival aims to reach out to those people who experience increased barriers and we rely on our event organisers to help us. No matter what the scale and size of your event, there is always an opportunity to connect with someone new. Take a look at www.baringfoundation.org.uk/resources and www.ageofcreativity.co.uk for inspiration.

Online Programme

To be part of the festival, simply upload your event onto our website www.voluntaryarts.co.uk/age-of-creativity between now and your event. Give us as much information about your offer and include a high quality picture for the best results. The earlier you submit your event, the more time we have to market it through our networks.

Printed Brochure

This year we are also producing 5 printed regional brochures that will be sent to 137 local Age UK's across the country, to connect with older people who traditionally experience barriers to creative activities. A digital copy of this brochure will be sent through extensive networks and will connect with older people as well as professionals who work in Age, Culture, Care, Academic and Community sectors. To be included in the printed brochure for **free** simply upload your event www.voluntaryarts.co.uk/age-of-creativity by the 1st **March 2019** and we will take it from there.

Branding

To ensure the festival has collective impact, each of the events submitted to the online and printed brochure are required to include the festival logo on any marketing or publicity. Adding the festival logo to your work will enable new audiences to identify festival events and find more opportunities to take part. Please use our guidance for more information

http://www.ageofcreativity.co.uk/festival/img/AofC_festival_logo_date.jpg.

Evaluation

Our festival is supported by public funding. To ensure we know about the impact of our work we are asking all event organisers for 3 things:

- 1- A quote from someone involved in your event that reflects the impact it had;
- 2- A basic number of people involved in your event;
- 3- A photo (with consent) of your event or activity;

We appreciate that not everyone will be able to contribute all 3 of these, however if every organiser provided a glimpse of their event then we would get a colourful picture of the festival to share with funders, influencers, campaigners and policy makers. Your help is appreciated.

Opportunities

We want to bring the festival to life, through social media, to celebrate the work you are doing and the older people involved in every aspect. We are offering special opportunities to do this:

1. Intergenerational Instagram

We want to see your event from the perspective of your participants, artists and volunteers. Use the Age of Creativity Instagram account for the day, as a showcase for your event and the work you do throughout the year.

2. Twitter Takeover

Is there a subject relating to 'creative ageing' that you are passionate about and want to raise through the Age of Creativity twitter account? We are looking for hour-long discussions related to events, research and artistic practice that will challenge and inspire commissioners, decision makers and other professionals in this field.

3. Facebook Live

Do you have capacity to live stream your event through the Age of Creativity facebook page? We want to enable people across the world to get a flavour of the festival and have the chance to get a glimpse of your events from a distance.

These opportunities are **free** and open to all. Please contact hello@ageofcreativity.co.uk for more information. Due to logistics, ideas submitted early will have a higher chance of being accepted - so get in touch quickly.

In addition to your event

We have commissioned 64 Million Artists to work with older people to create 31 daily creative challenges that can be carried out at home or in groups. They will all be simple and offer inspiration. Watch out for more details soon.

Support

The festival team is tiny and works part time, but we want to help you wherever we can. If you have any questions then please contact festival@ageofcreativity.co.uk and connect to us through social media [@ageofcreativity](https://www.instagram.com/ageofcreativity). Do tag us in your posts and tweets so we can share your event. We will be adding a Frequently Asked Questions section, so please refer to this wherever possible.

Thank you from the Age of Creativity Festival team.

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